In The Social Whirl

By RUTH CAMERON

"WE WOULD rather lie down and die than think."

That, according to a well known modern writer, is a fact which any honest human being will admit. This author italicizes think. Whereby I judge that she means it to stand for something besides that feeble, follow the leader, take things for granted process which goes on in the average human brain.

Do you admit the "soft impeachment?"

I do.

Especially if by thinking she means getting right down to first principles on any problem, and working the whole thing out from start to finish for one's self. When a man gets the habit of doing that he certainly lifts himself out of the average class.

A tremendously successful advertisement writer describes his method this way. "I try not to think in a groove or take anything for granted. When I am asked to write an advertisement about an article, I try not to think anything about how similar articles are advertised or what the customary line of thought is. Nor, on the other hand, do I try to be clever or original. I just do my best to begin at first principles, to start with the article to be advertised, and the kind of people who are to use it, and build the whole thing from those prime factors."

Now perhaps you think every good business man does that.

But does he?

Doesn't the average man take more things for granted than he realizes?

Every trade and profession has its pass words, its traditions, its established customs, which have become such an integral part of it that no one realizes they exist.

To illustrate from the business with which I am the most familiar—I often hear newspaper men talking about ways and means to improve their particular papers. They talk in terms of "lead story," and "important news," etc., and they think from the same newspaper viewpoint. Now, it seems to me that if a newspaper editor would try to forget newspaper traditions and to just think hard and all the time of people and what they want to read, he'd have a big start toward success.

Of course it is extremely difficult for any one who is steeped in the viewpoint of any business to get away from it and get down to first principles. I suppose that is why those who do accomplish it tower above their fellows.

Now this habit of thinking from first principles is not valuable for business men alone; it helps everywhere.

For instance, if you have a church entertainment to get up and can think of people and what they like to do, instead of routine church entertainments, you will be more likely to produce something worth while.

The next problem you have to think out, try reducing everything to prime factors before you begin to think. And be very sure they are prime factors, too, and not merely what the world has been in the habit of accepting as prime. It may make your head tired to think that way—I confess it makes mine—nevertheless I think it will pay.

SOCIAL NEWS

Saturday, September 6, is the date chosen by Miss Dorothy Page for her marriage with Charles L. Buckingham. The wedding will be celebrated at high noon at the country seat of the bride's parents, Mr. and Mrs. Arthur Page, in Belvedere, and will in all probability be an al fresco affair, as will be that of Miss Kate Peterson and Ward Mailliard, which is set for a fortnight later. Bishop William Ford Nichols will officiate at the service.

Miss Page has asked to attend her as maids of honor her two first cousins, Miss Leslie Page, daughter of Mr. and Mrs. George Page, and Miss Marjorie Page, daughter of Mrs. W. Page. Her bridal cortege will include besides eight bridesmaids, who are Miss Marion Lee Mailliard, Miss Mildred Bright, Miss Dora Winn, Miss Ruth Winslow, Miss Marion Crocker, Miss Marion Dickson, Miss Margaret Nichols and Miss Kate Peterson.

What the other plans for the marriage are and what the color scheme or the costumes of the bridesmaids will be Miss Page declined to disclose, preferring to keep them as a surprise to be told only on the marriage day.

The engagement of Miss Page and Mr. Buckingham was told last winter at a luncheon given by the bride elect in compliment to Miss Evelyn and Miss Genevieve Cunningham on the occasion of their return from an extended sojourn in the east.

* * *

From Leavenworth, Kan., comes the announcement of the marriage of Mrs. Elise Ducat Bleecher and Judge Stuart Brewster, which occurred in that city Friday afternoon, June 29. The news is a surprise to a wide circle of friends throughout California who have only been apprised of the engagement within the last fortnight.

The ceremony was held in the home of the bridegroom's parents, Mr. and Mrs. Elmer E. Brewster, Rev. W. H. Harding, pastor of the First Congregational church, officiating. It was marked by extreme simplicity, owing to the recent death of the bride's father, Colonel Duncan Ducat, United States army, and members of the immediate families only were present.

Major Leonard Wildman gave the bride in marriage. Mrs. Brewster was becomingly gowned in a traveling suit of dove colored crepe de chine, with which she wore a smart turban of French blue straw, trimmed with wings. Her costume was completed by a corsage bouquet of lavender orchids and lilies of the valley.

Judge and Mrs. Brewster have gone to St. Paul, Minn., on a brief honeymoon, and on their return, July 16, will be at home with Mr. and Mrs. E. E. Brewster at 419 Arch street, Leavenworth.

Mrs. Brewster will be remembered by a wide cicle of friends in the transbay cities as well as in San Francisco, where her father, Colonel Ducat, was stationed for many years and where, as Miss Elise Ducat, she made her initial bow to the fashionable world. Both she and her sister, Mrs. G. L. McEntee (Agnes Ducat), were favorites in society and were noted for their extreme beauty.

Lieutenant and Mrs. McEntee are at present entertaining the latter's mother, Mrs. Duncan Ducat, in their home at Fort Leavenworth.

* * *

In compliment to Mrs. Phillip Young, who is visiting here from Boston, Mrs. Duncan McDuffie was a luncheon hostess yesterday afternoon in her attractive home in Berkeley. Bidden to meet the guest of honor were Mrs. Frank Findley, Mrs. Thomas Porter Bishop, Mrs. Wallace Alexander, Mrs. Russell Selby, Mrs. Ferdinand Stevenson, Mrs. Frank Davis, Mrs. Charles Cooper, Mrs. Clay Miller, Mrs. Howard Wright, Mrs. Walter Bliss, Mrs. Charles M. Wood, Miss Ethel Moore, Miss Caroline Little, Miss Dorothy Collier, Miss Marian Ransom and Miss Eleanor Davenport.

Mrs. Young, who was formerly Miss Ella Bender, has been visiting in California for the last two months as the guest of her parents, Mr. and Mrs. David Bender, in their home in Berkeley. She plans to return to Boston within a fortnight.

* * *

Mrs. Lucy May Hayes is visiting in Santa Barbara, where she is the guest of Mr. and Mrs. William G. Henshaw at their beautiful country home near Montecito. Mrs. Hayes will remain in the southern city a fortnight longer and later will go to Santa Cruz to make an extended visit with Mr. and Mrs. Granville Abbott.

* * *

Mrs. Adelaide Murphy Breckinridge has rented the country home of Mr. and Mrs. Ray Splivalo in San Mateo, where she will be domiciled throughout the summer months.

* * *

Mr. and Mrs. Randolph V. Whiting returned Monday to their apartments at the Bellevue after a visit with Mr. and Mrs. Samuel Montsarrat at their country home in Los Gatos. Today Mr. and Mrs. Whiting will move over to Mill Valley, where they have rented the home of Mr. and Mrs. B. W. Stone for the summer.

* * *

Mrs. Joseph L. Moody has rented the summer home of Mr. and Mrs. Harrison Dibblee in San Rafael, where she will entertain extensively throughout the season. Miss Nannie Wright was her house guest over the holidays, but returned Monday to her home in Lombard street.

* * *

Mrs. Robert N. Graves returned yesterday to her home in Twenty-fourth avenue after a month's visit in Palo Alto. Accompanied by her two grandsons, Melville and Robert White, Mrs. Graves will leave next week for Applegate for a month's vacation.

* * *

Mrs. Edward Barron, Miss Margaret and Miss Evelyn Barron returned Sunday from a three months' tour of Europe and are domiciled at the Bellevue hotel. Mrs. Barron and her daughters will leave within a few days for their summer home in Mountain View and later will go south to visit at the Hotel del Monte and the other resorts for several weeks.

* * *

Lieutenant Neilson, U. S. N., will be the host at an informal tea on board the collier Buffalo tomorrow afternoon when he will entertain among others Mrs. Thomas Minturn Jr., Mrs. George Joerns, Miss Anna Peters, Miss Sallie Fox and Miss Katherine MacAdams.

* * *

Mr. and Mrs. Joseph B. Coryell have returned to their home in Menlo Park after a brief vacation which they have been spending on the Russian river.

* * *

Mr. and Mrs. William Sproule were the guests of honor at a luncheon given at the Montecito Country club the other day by Mr. and Mrs. Langdon Erving. Covers were laid for Mr. and Mrs. Joel Remington Fithian, Mr. and Mrs. John E. Beale, Mr. and Mrs. Joseph Coleman, Mr. and Mrs. Paul Harvey, Mr. and Mrs. Frank West, Mrs. William Miller Graham and Francis T. Underhill.

YOUNG DRUGGIST WEDS IN HIS FATHER'S CHURCH

Vernal Livingston Follows in Footsteps of Elder Brother in Choice of Pastor to Tie Knot

SAN JOSE, July 8.—Following in the footsteps of an elder brother in the choice of a pastor and church for a wedding, Vernal Livingston Rodda, 23 years old, a Sacramento druggist, journeyed to San Jose from the capital city today to be married in the Santa Clara Methodist church by his father, Rev. Richard Rodda. His fiancee, Miss Olive Belle McAllister, accompanied him and the ceremony was performed tonight.

M. R. Nichols, Expert Public Stenographer, 306-7 Humboldt Bank building. Booth 20 at Sharon building. Opposite Palace hotel.—Advt.

CASTORIA
For Infants and Children.
The Kind You Have Always Bought
Bears the Signature of Chas. H. Fletcher

COEDS FOR BATHING TRUNKS

Protest Ban on Men's Suits for Tank

University of California coeds in swimming and summer session instructor, Miss Lorraine L. Cadwell. In the group, from left to right, are Miss Marjorie Emmons, Miss Elizabeth Nowell and Miss Ethel Levy.

Mermaids in Trim Attire Frolic in Canyon Pool

BERKELEY, July 8.—The Ritchie-Rivers lightweight championship may be relegated to the annals of the past and the alien land squabble may be over, but the battle of men's bathing suits vs. skirted and bloused swimming togs as attire for the young women students in the swimming course at the University of California summer school still rages.

The latest battlers for the free and easy men's suits are Miss Marjorie Emmons, Miss Elizabeth Nowell and Miss Ethel Levy.

These mermaids, though adhering to the edict, have ranged themselves against those who are agitating the abolition of men's suits.

Miss Sadie Older, a junior student in the university and one of the expert swimmers of the school, insists that she is in favor of the simple suits worn by men because she can not get a graceful stroke encumbered with the jersey sweater. Miss Older strolls up to the Strawberry canyon pool for a plunge in a man's suit—that is, of course, when no one of the opposite sex is around. Others are doing likewise.

The question whether the men's suits or the fancy togs are proper attire has waxed warm since the edict was issued July 4 that men's suits would be tabooed and a sign was placed at the pool with that news.

Miss Lorraine Cadwell, swimming instructor, frankly advocates the simple suit for beginners, but considers it vulgar for girls to appear in the suits before men.

The girls of the Encinal Yacht club state preference for the elaborate suits and wear the Bulgarian style, many suits being imported. The Alameda girls prefer beauty to comfort and refuse men's suits because they are "unbecoming." Miss Muriel Pattiani, a member of the club, says that the plain tight skirt is preferred to the ugly, immodest men's attire. Miss Priscilla Krusi and Miss Gertrude Emmons, also students of the Alameda high school, agree with her.

However, the jersey and short skirts prevail in the university tank and the garb of the girl swimmers is uniform.

HOTEL NEWS

H. D. Robinson is at the Sutter from Gilroy.

M. M. McIntyre of Los Angeles is at the Dale.

C. J. Petrie is stopping at the Dale from Merced.

D. R. Davis is registered at the Dale from Stockton.

C. C. Crow of Crows Landing, is a guest at the Dale.

Peter Arbios is stopping at the Stanford from Stockton.

A. G. Brown, a Los Angeles business man, is at the Stewart.

Mrs. E. von Boden is a guest at the Columbia from San Jose.

C. B. Bowers of New York, is a guest at the Von Dorn.

T. N. Nunn, a capitalist of New York, is registered at the Argonaut.

J. R. Montgomery and wife of Seattle, Wash., are at the Argonaut.

E. Crouch, extensive citrus rancher of Riverside, is at the Bellevue.

J. C. Purdy, lumberman of San Francisco is staying at the Sutter.

Chester Cole, well known architect of Chico, is staying at the Sutter.

Mrs. G. W. Holt and son of Denver, Colo., are registered at the Sutter.

James S. McKenzie, a mining man of Mexico, is registered at the Manx.

G. B. Balling, a real estate man of Turlock, is staying at the Stanford.

D. D. Warner, an oil operator of Bakersfield, is stopping at the Manx.

Dr. F. Foerster and family of New York city are guests at the Fairmont.

Chas. Hexter, a large stock raiser of Shasta county, is at the Union Square.

Prof. Henry Suzallo of Columbia university and Mrs. Suzallo are guests at the Palace.

Charles S. Chandler, who has mining interests at Ely, is staying at the Palace.

J. A. Preston, a mining and timber man of Victoria, is stopping at the St. Francis.

W. H. Sparshott, a well known railroad attorney of New York, is at the Bellevue.

W. F. Lincoln, well known railroad man of Los Angeles, is registered at the Sutter.

John W. Dennison, a furniture manufacturer of Grand Rapids, is at the St. Francis.

Mrs. Hennen Jennings and Miss K. Jennings of Washington, D. C., are at the Fairmont.

W. L. Delaney, a merchant of Fresno, and Mrs. Delaney are late arrivals at the Argonaut.

W. C. Dallas, prominent banker and land owner of Merced, is at the Bellevue with his family.

D. K. McDonald of Spokane, who recently purchased a ranch of 1,400 acres near Palo Alto, is at the Palace.

Otto Mathi, vice president of the Anheuser-Busch Brewing company of St. Louis, is a guest at the St. Francis.

Hans von Buelow, globe tratter and persona grata at the courts of Berlin and Vienna, is stopping at the Union Square. Mr. von Buelow is welcomed at the board wherever he goes as his ready wit and ability to match a good story make him a most desirable guest.

PALO ALTO PAIR PLIGHT TROTH IN SAN FRANCISCO

Edwin H. Johnston and Miss Emma A. Fenske Married in St. Paul's Lutheran Church

(Special Dispatch to The Call)

PALO ALTO, July 8.—Edwin Howard Johnston, head of a college tailoring establishment, and Miss Emma A. Fenske were quietly married in St. Paul's Lutheran church in San Francisco at 4 o'clock Sunday afternoon.

The White House

Important Announcement

Until further notice The White House will close Saturday afternoons at 1 P. M.

Free Distribution of Balloons Saturday Mornings.

Raphael Weill & Co. Inc.

FOUNDATION FUND FOR DENTAL WORK

National Association to Hunt for Germ Which Destroys Men's Teeth

KANSAS CITY, Mo., July 8.—The National Dental association today adopted a resolution to establish a foundation fund for dental research work.

Following a talk by Dr. Weston A. Price, chairman of the foundation committee, it was decided that each of the 40,000 dentists in good standing in the United States should contribute at least $1 to the fund.

"What the dental profession needs today is to get down to the cause of things," said Doctor Price. "I am afraid too many of us are satisfied to bore out a decayed tooth, fill it and let it go at that.

"Practically all the skulls of cliff dwellers that have been unearthed contain perfect sets of teeth. Today more than 90 per cent of the population has decayed teeth. Certainly there is some great tearing down force or germ work in men's mouths today that was unknown in prehistoric times. We should discover and fight it."

STANFORD STUDENTS ARE MARRIED IN PALO ALTO

Lloyd A. Henley, Construction Engineer, and Miss Nora Dunn Now Husband and Wife

(Special Dispatch to The Call)

PALO ALTO, July 8.—Lloyd A. Henley of San Francisco, a construction engineer employed by the Pacific Gas and Electric company, married Miss Nora Kathleen Dunn of Los Angeles this evening, the wedding taking place at 6:30 in the home of the bride's relatives in Campbell. Dr. D. Charles Gardner, chaplain of Stanford university, officiated.

WOMEN WELCOME PAGE

London Society Gives Luncheon, Doctor Jordan Being Among Speakers

LONDON, July 8.—The Society of American Women in London today gave a luncheon at the Savoy hotel to welcome Walter Hines Page, the new United States ambassador, and Mrs. Page. Consul General Griffiths, Ambassador Page, David Starr Jordan and Mrs. Herbert C. Hoover spoke.

AMUSEMENTS

TIVOLI OPERA HOUSE
Phone Sutter 4200.
THIS WEEK ONLY
THAT JOLLY OPERA COMIQUE,
PRINCESS CHIC
MATINEES SATURDAY AND SUNDAY.
POP. PRICES—25c, 50c, 75c; Box Seats, $1.
NEXT MONDAY "PINAFORE"

ALCAZAR O'Farrell, near Powell. Phone Kearny 2
GIGGLES AND GUFFAWS!
Mat. Tomorrow—Last 5 Nights
Leo Ditrichstein's Famous Farce,
"ARE YOU A MASON?"
PRICES—Night, 25c to $1; Mat., 25c to 50c.
MAT. SATURDAY, SUNDAY.
NEXT WEEK—Begins a Brief Season of
BESSIE BARRISCALE
HOWARD HICKMAN and Alcazar Co. in
"Such a Little Queen"

COLUMBIA
Geary and Mason—Phone Franklin 150.
EVERY NIGHT AT 8:30 | 2D WEEK BEGINS NEXT SUNDAY | MATINEE EVERY DAY AT 2:30
IMMENSE THRONGS ARE ENJOYING THE
KINEMACOLOR PICTURES
Animated Photography in Natural Colors
"MAKING OF THE PANAMA CANAL."
"ACTUAL SCENES OF THE BALKAN WAR."
"JAPANESE ARMY WAR MANEUVERS."
"U. S. NAVY REVIEW."
"U. S. BATTLESHIPS AT PRACTICE."
Two Hour Program—Interesting Travel Talk.
PRICES { Matinees, Any Seat, 25c. Evenings, 25c, 35c, 50c, reserved.

SKATE AT COLISEUM
BAKER AND OAK STREETS.
SKATING SESSIONS—Wednesday, Friday and Sunday evenings and Sunday afternoons.
ADMISSION (including skates) 25c
Best Band in City. Finest Floor in America.

DR. JORDAN CUPID IN ROOT ROMANCE

Chancellor Unwittingly in Role When He Introduced Peace Envoy

Engagement of American Society Leader to Miss Ramsay Announced

(Special Dispatch to The Call)

PALO ALTO, July 8.—Through cards sent today formal announcement was made of the engagement of Miss Georgina Crawford Ramsay, daughter of H. A. Ramsay, a retired capitalist, 253 Homer avenue, to Robert Cromwell Root of San Francisco and Los Angeles, the Pacific coast representative of the American Peace society. No date has been set for the wedding.

The engagement is the result of a romance which began several years ago when Miss Ramsay was at the head of the Stanford school, where the children of the college community get their early training. Root visited the Stanford campus to confer with Dr. David Starr Jordan on the peace situation. Dr. Jordan unwittingly assumed the role of Cupid and introduced his conferee to the pretty school principal.

Miss Ramsay was graduated from the history department of the university in 1901.

ROAD PATROLS PROVIDED IN SAN JOAQUIN COUNTY

Consistent Method of Maintaining Highway System Adopted by Supervisors

(Special Dispatch to The Call)

STOCKTON, July 8.—San Joaquin county has adopted a consistent method of keeping up its improved highways. When the people voted $2,000,000 a few years ago for the improvement of the roads, they were promised they would be maintained by the county after completion. The mileage improved is 238.

The county has employed a maintenance department to look after the work and regular patrols are maintained and as fast as any wear or tear is discovered repairs are made.

STOCKTON LICENSE RECORD

(Special Dispatch to The Call)

STOCKTON, July 8.—Marriage licenses have been granted as follows:

Gay E. Crane, Stockton, aged 21, and Ethel Thomas, Sacramento, aged 18; Charles F. Wakefield, aged 21, and Julia Ann Atwood, aged 32, both of Oakland; Ward N. Freeman and Freda A. Beubler, each aged 21, both of Los Angeles; Allie Negus, Merced, aged 27, and Margaret Lema, Stockton, Stockton, aged 19.

Mare Island Notes

(Special Dispatch to The Call)

MARE ISLAND, July 8.—It was stated today that Assistant Paymaster Herbert J. Hauser, U. S. N., of the cruiser Buffalo has discovered a mistake in his ledger which will offset $500 of the alleged $2,000 shortage in his accounts. From all reports, Hauser believes that he is the victim of some clever crook on board the Buffalo, and while the ship is at the California City coaling depot this week, he will make a thorough investigation of his accounts.

The army troopship Sherman was towed to San Francisco yesterday afternoon by the tug Slocum. The vessel may return to Mare island before the summer is over, as there is considerable repair work yet to be performed before she is again ready to make a trip to the Asiatic station. The transport Buford is still at the yard and will remain until the latter part of the week.

The bids submitted by the various navy yards for the construction of the torpedo boat tender Melville were received at the naval station from Washington today. To the surprise of the officers, the eastern yards outbid Mare island for the job, but it is stated on good authority that several of the bids were so low that the yards could not do the work under the estimate.

Orders have been issued for the Mare island built collier Jupiter to take on 2,000 tons of fuel at the California City coaling depot in the lower bay about the 20th. As soon as she loads she will proceed to sea on her first trial trip.

The cruiser California is to come here in August for docking, according to information received. Her officers state in a letter received by Commandant F. M. Bennett, U. S. N., that the vessel must be docked before her annual target practice in September.

As was expected by the Mare island officials, Captain Templin M. Potts, U. S. N., retired, until last week commander of the battleship Louisiana of the Atlantic armada, will seek to have reversed the action of the navy "plucking" board, which retired him before he had an opportunity to reach the grade of rear admiral. Captain Potts' fight will be watched with interest at Mare island for more reasons than one, for if he is successful and is kept on the active list, Captain H. T. Mayo, U. S. N., former commandant of Mare island, will not become a rear admiral for several months to come.

AMUSEMENTS

Orpheum
O'FARRELL BET. STOCKTON & POWELL
Safest and Most Magnificent Theater in America.
MATINEE TODAY AND EVERY DAY.
ANOTHER WONDERFUL NEW BILL
CLARK and BERGMAN, in Jesse L. Lasky's New Tabloid Musical Play, "THE TRAINED NURSES"; PROFESSOR OTA GYGI, Violinist to the King of Spain; THE LE GROHS; WALTER DE LEON and "MUGGINS" DAVIES (This Week Only); CECILE BERESFORD, English Comedienne; THE LONDON PALACE GIRLS; MISS NORTON & PAUL NICHOLSON; ORPHEUM MOTION PICTURES, SHOWING CURRENT EVENTS; Special Added Feature, WILLARD MACK, MARJORIE RAMBEAU and Fellow Players, offering "Kick In."
Evening prices 10c, 25c, 50c, 75c. Box seat $1. Matinee prices (except Sunday and Holidays) 10c, 25c, 50c. Phone Douglas 70.

CORT LEADING THEATER, Ellis and Market. Phone Sutter 2460.
POP. MAT. TODAY
Best Seats $1.50 at Wed., Fri. and Sat. Mats.
THE PASSING SHOW OF 1912
With This Arrogant Array of Headliners:
TRIXIE FRIGANZA, ADELAIDE and J. J. HUGHES, TEXAS GUINAN, LOUISE BRUNNELL, ERNEST HARE, CHAS. J. ROSS (of Ross and Fenton), HOWARD & HOWARD, CLARENCE HARVEY, MOON and MORRIS, FREDERICK ROLAND.
Curtain 8:15 Nights; 2:15 Mats.

EMPRESS
GREATER S. & C. VAUDEVILLE
The Distinguished Character Star HUGH HERBERT and Company in
THE SON of SOLOMON
THE SENSATION OF TODAY
CRAIG & DAVIS Offer a Vaudeville Classic "MODELS DE LUXE" Presenting a series of Beautiful Art Studies by Living Poseurs With MISS LILLIAN WALKER, the Most Perfectly Formed Woman in the World
A Great S. & C. Show.8-Big Acts-8
PRICES 10c, 20c, 30c
Matinee Every Day, 2:30; Nights, 7:15 & 9:15

LURLINE
BUSH AND LARKIN STREETS
OCEAN WATER BATHS
SWIMMING AND TUB BATHS
Salt water direct from the ocean. Open every day and evening, including Sundays and holidays, from 6 a. m. to 10 p. m. Spectators' gallery free.
The Sanitary Baths
Natatorium reserved Tuesday and Friday mornings from 9 o'clock to noon for women only.
"FILTERED OCEAN WATER PLUNGE" COMFORTABLY HEATED. CONSTANTLY CIRCULATING AND FILTERING
Hot Air Hair Dryers, Electric Curling Irons and Shampoo Room for Women Bathers Free.
BRANCH TUB BATHS, 2151 GEARY ST. NEAR DIVISADERO.

SUMMER LUXURY For Skin Irritations

A Soothing Bath with CUTICURA SOAP
Cuticura Soap and Ointment sold throughout the world. Sample of each mailed free, with 32-p. book. Address post-card "Cuticura," Dept. 11G, Boston.
Men who shave and shampoo with Cuticura Soap will find it best for skin and scalp.

"CHUALE" IT'S FOR WOMEN
Eradicates all inflammation, alleviating those ailments peculiar to their sex.
The weak and depressed feeling caused by the slightest vaginal discharge is overcome entirely by the use of our "CHUALE" SUPPOSITORIES, containing nothing injurious and consisting of ingredients that are
HIGHLY ASEPTIC and HEALING
Lady Attendant
Send stamp or call for FREE SAMPLE
"CHUALE" CO., INC.
964 Market St., San Francisco

CHICHESTER S PILLS
THE DIAMOND BRAND.
Ladies! Ask your Druggist for Chi-ches-ter's Diamond Brand Pills in Red and Gold metallic boxes, sealed with Blue Ribbon. Take no other. Buy of your Druggist. Ask for CHI-CHES-TER S DIAMOND BRAND PILLS, for 25 years known as Best, Safest, Always Reliable
SOLD BY DRUGGISTS EVERYWHERE

HINTS
By MAY MANTON

7896 House Gown in Empire Style, 34 to 44 bust.

IN WALKING OR ROUND LENGTH, WITH ELBOW OR LONG SLEEVES

The house gown in Empire style is always a pretty one. This one takes graceful lines and, while it is as simple as a negligee, it has a trimmer, more dressy effect. It is finished with an open neck and rolling collar almost as a matter of course, for such is the prevailing style. The skirt is cut in four pieces. The blouse is a simple one with a tuck over each shoulder. The shaping at the waist line gives the whole gown a smart and distinctive effect. When the sleeves are made long, they are gathered into plain bands. All sorts of pretty materials can be used for such a gown. At this season, voile is especially to be desired, challis is none too warm for some women and there are many cotton broche fabrics that are charming, while the standard fabrics are always in use.

For the medium size, the gown will require 9 yards of material 27, 6 yards 36 or 4¼ yards 44 inches wide, with 1 yard 27 inches wide for the trimming and ½ yard 18 or 21 for the collar and cuffs. The width of the skirt at the lower edge is 2¼ yards.

The pattern of the gown 7896 is cut in sizes from 34 to 44 inches bust measure. It will be mailed to any address by the Fashion Department of this paper on receipt of 10 cents.

No.....

Size.....

Name.....

Address.....